

NON-SMOKERS

1. The 498 non-smokers who were interviewed on the basis of sending in a challenge card, and who said they did not smoke were, demographically, the same kind of non-smokers who sent in cards from the lighter offer -- with one exception.

Looking at the age difference (under 34, and 35 and up) in the case of the Bounce Back, the non-smokers were in the older group by three to one. In the case of the lighter offer, they were younger by two to one.

(Table 8)

2. As before, the non-smokers most commonly accounted for the card being sent in on the ground that a friend or relative sent it in using my name.

There was also some confusion here, with non-smokers claiming that they got the card from a newspaper or magazine.

(Table 9)

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7. Trying two packs of Merit after sending in a postcard (nominal cost: 13¢ postage) requires less expenditure of effort and money than buying two packs and getting a free lighter. This could help account for the fact that, in the case of the Bounce Back, 48% who remembered trying Merit (not regular smokers of the brand) said they would buy it (again); in the case of the lighter offer, it was 68% who said they would.

(Table 7)

1002916812

SWITCHING
AND LENGTH OF TIME SMOKED

N =	<u>BOUNCE BACK</u>		<u>LIGHTER</u>	
	<u>All Other</u>		<u>All Other</u>	
	<u>Merit</u>	<u>Brands</u>	<u>Merit</u>	<u>Brands</u>
	<u>508</u>	<u>1428</u>	<u>535</u>	<u>408</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
3 Months or less (Recent switchers)	11	4	13	7
4-6 months	12	6	10	6
7-11 months	3	2	5	1
1 year	16	8	17	32
Over 1-2 years	22	13	19	12
2-3 years	13	11	16	16
3-4 years	10	8	9	8
4-5 years	4	7	4	7
5-10 years	5	14	3	11
10 years	2	23	2	20
Don't know	3	2	2	2

From: How long have you smoked that brand?

TABLE 5

1002916818

Of all the smokers:

74% were smokers of competitive brands
26% were Merit smokers

This compares with 43% competitive and 57% Merit for the lighter offer.

Of the Merit smokers:

11% were recent switchers to Merit (3 mos.). (13% of the lighters)
2 of that 11 (percentage points) had switched from one Merit
packing to another.
(It was 3 out of 13 in the case of the lighter offer)

(Table 1)

2. The brands from which the smokers were drawn were almost exactly proportional to each Company's share of market; -

	%	
Reynolds	33	
PM	8	} 32
+ Merit	24	
B&W	14	
American	9	
Lorillard	9	
L&M	1	

(Based on brands showing up with 1% or more - from Table 2)

3. The bounce back cards attracted more older smokers than did the lighter offer, and in that respect was out of line with the profile of low tar smokers. Otherwise -- with respect to sex, age, and income -- the match with low tar usage was nearly perfect.

(Table 3)

4. There was a strong tendency for these smokers to have tried two packs of Merit "in the past three months" -- presumably the two free packs mailed to them, but an almost equal number claim to have tried two cartons or more.

(Table 4)

5. The rate of switching to Merit among the card-sending smokers (11% in the past three months) is almost triple the rate of switching to other brands in the sample (4%). The 11% is a little less than the 13% found in the case of the lighter offer.

(Table 5)

6. Aside from the 10 smokers who, in the past three months, switched from one Merit packing to another, there were 45 who came from another brand. Those other brands were most often a Philip Morris or a Reynolds brand:

	No.
Marlboro	8
B&H	4
PM	12
Winston	4
Salem	4
Vantage	2
Camel	1
Now	1
RJR	12

(Table 6)

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MERIT TRIAL

	Bounce	
	<u>Back</u>	<u>Lighter</u>
Unaided Trial	N = 309	221
Aided Trial	N = 174	53
Total Trial	N = 483	274
<u># Packs Bought</u>	<u>%</u>	<u>%</u>
1	8	8
2	22	14
3	8	8
4	8	6
5	5	3
6	2	3
7	*	1
8	1	*
9	*	--
10	14	10
11-19	2	3
20+	18	20
Don't Know	11	22
Average # Packs	11	17

* Less than 0.5

From: In addition to your regular brand, what other brands have you bought in the past three months?

IF MERIT NOT MENTIONED: And how about Merit . . have you bought any Merit cigarettes in the past three months?

EVERYONE: How many packs or cartons of Merit did you buy?

TABLE 4

FUTURE PURCHASE INTENTIONS
BASED ON TRIAL PAST 3 MOS.

	<u>Bounce Back</u>		<u>Lighter Study</u>	
	<u>Claimed</u>	<u>Claimed</u>	<u>Claimed</u>	<u>Claimed</u>
	<u>Tried</u>	<u>Did Not</u>	<u>Tried</u>	<u>Did Not</u>
	<u>Merit</u>	<u>Try Merit</u>	<u>Merit</u>	<u>Try Merit</u>
Total N =	441	369	227	54
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Definitely buy it	13	4	21	4
Probably buy it	35	20	47	15
Sub-Total	48	24	68	19
Might or might not	28	26	19	20
Probably not buy it	13	27	10	28
Definitely not buy it	7	18	2	26
Sub-Total	20	45	12	54
Don't know	3	5	1	7

From: How likely would you be to buy Merit (fill in specific packing from card) in the future? Would you: (read list of possible answers)?

TABLE 7

1002916820

SUMMARY

RESPONDERS INTERVIEWED

Total Interviews N = 2434

	<u>%</u>
Non-Smokers	20
Smokers	80

Total Smokers N = 1936

	<u>%</u>
Competitive Smokers	74
Merit Smokers	26 ✓

Merit Smokers N = 508

Recent Switchers
(3 months or less) 11

55 = 1.8% ; 2.1% ... 4.5 = 1.3%

Longer Time

4-6 months	12
7-11 months	3
About 1 year	16
Over 1 to 2 years	22
2 to 3 years	13
3 to 4 years	10
4 to 5 years	4
5 to 10 years	5
10 years	2
Don't know	3

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TABLE 1

SOURCE OF MERIT SMOKERS
THOSE WHO HAVE SWITCHED PAST THREE MONTHS

	3 Month Switchers
N =	55
	<u>No.</u>
Merit (from one packing to another)	(10)
King Regular	4
King Menthol	1
100's Regular	4
100's Menthol	1
<u>From</u>	
Arctic Lights	1
Belair	2
B&H	4
Camel	1
Kent	2
Kool	4
Marlboro	8
Newport	1
Now	1
Raleigh	1
Salem	4
Tareyton	2
True	1
Vantage	2
Viceroy	1
Winston	4
No Previous brand	6

From: What brand did you smoke most often before you started smoking (Specific Merit packing)?

TABLE 6

1002916819

SMOKER PROFILES
CARD RESPONDERS: BOUNCE BACK
VS. LIGHTER VS. LOW TAR SMOKERS

	<u>Card Responders</u>		<u>National</u>	
	<u>Bounce</u>	<u>Lighter</u>	<u>Low Tar</u>	
N =	<u>Back</u>	<u>943</u>	<u>Smokers</u>	
	<u>1936</u>	<u>943</u>	<u>18746</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	
Men	45	46	44	
Women	55	54	56	
18-24	9	15	18	45
25-34	22	33	27	
35-44	21	21	20	54
45+	46	31	34	
Grade School	6	4	5	
Some High School	10	12	11	
Grad. High School	48	45	43	
Some College	11	12	16	
College Grad.	24	26	26	
Refused	1	1	--	
Under \$10M	12	11	9	
\$10M-20M	26	29	22	
\$20M-30M	20	23	25	
\$30M-50M	15	15	18	
\$50M+	4	4	7	
Refused, Don't know	22	18	19	

Low tar smokers profile from 1981 Tracking Study.

TABLE 3

1002916816

BRANDS SMOKED
BY RESPONDERS
(1% or more)

N =		Total	Sex		Age		H.S.	Some	Under	\$20M
		Smokers	Male	Female	18-34	35+	or	Coll.	\$20M	Up
		1936	876	1060	608	1302	Less	683	783	828
		%	%	%	%	%	%	%	%	%
Merit	Total	26	24	28	38	21	22	33	25	27
	Kings Regular	6	7	5	9	4	6	6	4	7
	Kings Menthol	3	3	3	6	2	2	4	3	3
	100's Regular	5	3	6	5	4	4	5	5	5
	100's Menthol	3	2	4	4	2	2	3	4	2
	U.L. Kings Reg.	4	5	3	5	3	3	6	3	4
	U.L. Kings Men.	2	2	3	5	2	2	4	2	3
	U.L. 100's Reg.	2	2	3	3	2	2	3	2	2
	U.L. 100's Men.	1	1	2	1	2	1	2	2	1
Barclay		3	4	2	3	3	3	4	2	4
Belair		2	2	3	2	2	3	1	2	2
B&H		3	2	4	3	3	3	4	3	4
Camel		2	4	1	2	2	2	2	2	2
Carlton		3	2	4	1	4	3	3	3	3
Doral		1	1	1	*	1	1	1	1	1
Golden Lights		2	1	2	*	2	2	2	1	1
Kent		3	3	3	1	4	3	3	3	3
Kool		6	7	5	6	6	6	6	7	6
L&M		1	*	1	-	1	1	*	1	*
Marlboro		6	8	4	8	4	6	5	6	6
More		2	1	3	1	2	2	2	2	2
Newport		2	2	2	4	1	2	2	2	2
Now		2	1	2	1	2	2	2	2	2
Pall Mall		2	3	1	*	3	3	2	2	2
Raleigh		2	2	2	1	2	2	1	2	1
Salem		10	9	11	10	10	10	10	12	9
Tareyton		1	1	1	1	2	1	1	1	1
Triumph		1	*	1	1	1	1	*	1	1
True		2	2	3	2	2	2	2	1	3
Vantage		4	5	4	3	5	4	3	4	4
Viceroy		1	1	1	1	1	1	*	1	1
Virginia Slims		2	1	3	3	1	2	2	2	2
Winston		8	10	6	5	8	9	6	8	8

* Less than 0.5%

From: What is your regular brand of cigarettes, the brand you smoke most often?

TABLE 2

ANALYSIS OF NON-SMOKERS

Total Non-smokers interviewed	N =		
	Bounce Back %	Lighter %	
Male	51	47	
Female	49	53	
18-34	24	67	This difference is correct
35+	76	33	
High School or less	66	53	
College	34	47	
Under \$20,000	36	38	
\$20,000+	41	46	
Refused income	23	16	
Remembered sending card	76	68	
Did not remember	24	32	

From: According to a list I was given, you sent in a post card from a Merit cigarette offer. Do you remember sending in such a card?

TABLE 8

MARKETING RESEARCH DEPARTMENT REPORTMRD # : C2001DATED: February 17, 1982WRITTEN BY: Al Udowcc: R. Fitzmaurice
C. Gillis
T. Keim
J. Morgan
R. StirlenSUBJECT: Merit Challenge: Bounce Backs

During the Sixth Sales Cycle, 1981, Sales Reps handed out cards (see photocopy in Appendix) inviting people to send for two free packs of Merit "to take the Merit challenge."

In mid December, a sampling of names from those card senders was drawn for research purposes. In January -- eight to ten weeks after each card was sent in -- telephone calls were made to a sampling of those names (see Appendix for disposition of those names).

Conclusion

The questionnaire used in this study was as close as possible to the one used in the study of the Lighter offer, thus permitting comparisons.

1. In both the Bounce Back and Lighter offers, about 20% of the card senders were non-smokers, some of whom (12% in the case of the Bounce Backs) say they sent the card in for a friend or relative who, presumably, smokes.
2. The Bounce Back was a better sampling device for Merit in the sense that three-quarters of the card senders (74%) were smokers of competitive brands, compared with less than half (43%) in the case of the Lighter offer.
3. The switching rates were about the same:
Bounce Back: 11% (2 of the 11 switched from one Merit packing to another)
Lighter offer: 13% (3 of the 13 switched from one Merit to another)
4. The brands from which trial and switching came were roughly in proportion to market share (in both Bounce Back and Lighter offer).
5. Demographically, the Bounce Back cards attracted older smokers more than they are found in the low tar franchise. In the case of the card returners interviewed, 46% were aged 45 or over, compared with just 34% for low tars in general. The other demographic breakdowns (sex, education and income) matched the low tar profile very closely. The lighter offer, on the other hand paralleled the low tar profile.

Summary

1. Of the 2,434 card-senders who could be reached by telephone:
80% were smokers

This compares with 84% of those sending in cards from the lighter offer.

(cont'd.)

1002916810

EXPLANATION OF NON-SMOKER
SENDING IN CARD

	<u>BOUNCE BACK</u>			<u>LIGHTER OFFER</u>		
	<u>NON-SMOKERS</u>			<u>NON-SMOKERS</u>		
	Remember	Don't		Remember	Don't	
	Sending	Remember		Sending	Remember	
N =	Total	Card	Sending	Total	Card	Sending
	498	380	118	183	125	58
	%	%	%	%	%	%
Friend/relative sent it in for me	15	8	37	33	30	38
Got it out of newspaper/magazine	14	18	2	--	--	--
I sent it in for friend/relative	12	14	5	10	15	--
Friend/relative gave it to me	11	14	2	--	--	--
Obtained card from sales rep.	9	12	1	14	20	2
Got it at bingo game	3	3	1	--	--	--
Someone handed out on street corner	3	4	--	--	--	--
Came in the mail	2	3	--	--	--	--
Miscellaneous	14	18	2	5	5	5
No explanation/don't know	17	6	54	17	2	52
Picked up card in store	--	--	--	12	17	2
I used to smoke	--	--	--	8	10	2
I bought cigarettes for other person	--	--	--	3	4	--

From: (If remembered) We will be sending you the gift as promised, but I wonder, how did you happen to get this card to send in?

(If not remembered) The card promised a gift, and we will be sending you one. But we wonder how it happened that a card came with your name on it?

TABLE 9

1002916822

DISPOSITION OF CARDS

	LIGHTER			BOUNCE BACK	
	N	%		N ^a	% ^b
Total names received before closing date:	1873	100		15,092	100
Phone nos. shown or found	1583	84 ^b		7875	52 ^b
		↓			↓
		100			100
Interviews completed:	1126	71 ^b		2685 ^c	34 ^b
		↓			↓
		100			100
Smokers	943	84 (60)*		2136	80
Non-smokers	183	16 (11)		549	20
		↓			↓
		100			100
Incompletes:	457			1596 ^d	
		↓			↓
		100 (29)			100
No answer after three attempts	178	38 (11)		420	26
Refused to be interviewed	118	25 (7)		436	27
No such person (moved, etc.)	74	16 (5)		395	24
No. out of service	48	10 (3)		274	18
Couldn't reach (out-of-town, etc.)	25	5 (2)		--	--
Interview cut short	9	2 (1)		17	1
Language barrier	5	1 (--)		54	3
<hr/>					
Total cards placed (if all 1737 reps placed all 8 cards sent to each)	N = 13896				
Approximate total cards received (including those received after the closing date)	N = 2000				
Return rate	14%				

a. Actually 114,268 names were received, but to get down to the number needed for the quota, only 15,092 were worked with.

b. In the lighter study, the objective was to complete all the interviews we could. In the Bounce Back, there was a quota. Thus these two percentages (84, 52; 71, 34) are not comparable as measures of efficiency of getting numbers or of completing interviews.

c. Includes pre-test.

d. Of the 7875 numbers shown or found, 2685 resulted in completes, 1596 in incompletes, and the balance (3594) were not needed and thus not used.

* For Lighter study, percentages in (parentheses) are based on 1583 nos. shown or found. This is not relevant for Bounce Back.

Take The Merit Challenge.

1002916831

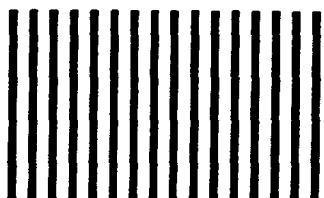


BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 1630 HICKSVILLE, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

Merit Challenge
PO Box 5251
Hicksville, N.Y. 11816

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Reg: 8 mg "tar," 0.6 mg nicotine—Men: 7 mg "tar," 0.5 mg nicotine—100's Reg: 9 mg "tar," 0.7 mg nicotine—100's Men: 10 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Mar'81—Ultra Lights: 4 mg "tar," 0.4 mg nicotine—Ultra Lights 100's: 5 mg "tar," 0.5 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

D. Did you attend college

Yes 73-1
 No -2
 (DON'T READ) Refused -y

E. Did you graduate college

Yes 73-1
 No -2
 (DON'T READ) Refused -y

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000 74-1 (ASK Q. H)
 \$20,000 and over -2 (SKIP TO Q. I)
 Don't know -x (SKIP TO
 Refused -y END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000 75-1
 \$10,000 to \$19,999 -2 (SKIP TO
 Don't know -x END)
 Refused -y

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999 76-1
 \$30,000 to \$49,999 -2
 \$50,000 and over -3
 Don't know -x
 Refused -y

Just to be sure we have it right, your name is: _____

Your address is: _____

Zip _____

RECORD FROM CARD:

Age 18-24 77-1
 25-34 -2
 35-44 -3
 45+ -4

Sex Male 78-1
 Female -2

Packing

Kings Regular 79-1
 Kings Menthol -2
 100's Regular -3
 100's Menthol -4
 Ultra Lights Kings Regular -5
 Ultra Lights Kings Menthol -6
 Ultra Lights 100's Regular -7
 Ultra Lights 100's Menthol -8

Thank you for your cooperation.

(MARK CARD "INTERVIEWED SHOKER")

TIME ENDED: _____

80-1

1002916828

Did you graduate high school?

Yes. 70-1
No. -2
(DON'T READ) Refused. -y

E. Did you attend college?

Yes. 70-1
No. -2
(DON'T READ) Refused. -y

F. Did you graduate college?

Yes. 73-1
No. -2
(DON'T READ) Refused. -y

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000. 74-1 (ASK Q. H)
\$20,000 and over. -2 (SKIP TO Q. I)
Don't know. -x
Refused. -y (END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000. 75-1
\$10,000 to \$19,999. -2 (SKIP TO
Don't know. -x (END)
Refused. -y

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999. 76-1
\$30,000 to \$49,999. -2
\$50,000 and over. -3
Don't know. -x
Refused. -y

Just to be sure we have it right, your name is: _____

Your address is: _____

Zip _____

RECORD FROM CARD:

Age 18-24. 77-1
25-34. -2
35-44. -3
45+. -4

Sex Male. 78-1
Female. -2

Thank you for your cooperation.

(MARK CARD "INTERVIEWED NON SMOKER")

TIME ENDED: _____

Packing

Kings Regular. 79-1
Kings Menthol. -2
100's Regular. -3
100's Menthol. -4
Ultra Lights Kings Regular. -5
Ultra Lights Kings Menthol. -6
Ultra Lights 100's Regular. -7
Ultra Lights 100's Menthol. -8

80-2

1002916830

Prove It To Yourself!

High tar, low tar or ultra lights... No matter what you're smoking now, MERIT and MERIT ULTRA LIGHTS have a cigarette to challenge the taste satisfaction of your present brand—at surprisingly low tar levels!



MERIT

MERIT is the proven taste alternative to higher tar smoking. National smoker research consistently confirms that MERIT delivers taste equal to—or better than—leading higher tar brands.

MERIT ULTRA LIGHTS

For those smokers who prefer a milder taste, the MERIT idea has been introduced in an ultra low tar cigarette.

MERIT ULTRA LIGHTS. A milder MERIT that's setting a whole new taste standard for ultra low tar smoking.



Here's How To Take The MERIT Challenge...

Just send in the attached form. We'll mail you back two free packs of the MERIT or MERIT ULTRA LIGHTS of your choice.

We challenge you to compare them to the brand you're now smoking.

You'll taste why MERIT and MERIT ULTRA LIGHTS are changing the future of smoking—today.

2E8916Z001

Yes, I'm Ready To Take The MERIT Challenge.

By returning this form I certify that I am a smoker at least 21 years of age.

Please send me two free packs of (Check Only One):

MERIT
Regular: Kings ☐ 100's ☐
MERIT ULTRA LIGHTS
Regular: Kings ☐ 100's ☐

MERIT
Menthol: Kings ☐ 100's ☐
MERIT ULTRA LIGHTS
Menthol: Kings ☐ 100's ☐

Name _____ (Please print clearly.)

Address _____

City _____

State _____ Zip _____

Offer void to persons under 21 years of age. Offer good in continental U.S.A. except where taxed, prohibited or otherwise restricted. This form may not be mechanically reproduced and must accompany your order. One order per household. No orders accepted from groups or organizations. Consumer must pay postage to mail form. Allow 8 weeks for delivery. Offer expires June 30, 1982.

19. In general, how often do you buy cigarettes that come with gifts or premiums?
Would you say . . .

Very often 63-1
Quite often -2
Seldom -3
or Was this the first time? -1

20. Did you happen to send away for a free carton of Barclay cigarettes at any time?

Yes 64-1
No -2
Don't remember . . -y

21. Did you happen to get a coupon or card that you could use to send away for free packs of Merit Cigarettes?

Yes 65-1 (ASK Q. 22)
No -2 (SKIP TO
Don't remember . -y CLASSIFICATION)

22. Did you send away for the free packs?

Yes 66-1 (ASK Q. 23)
No -2 (SKIP TO
Don't remember . -y CLASSIFICATION)

23. Did you get the cigarettes?

Yes 67-1
No -2
Don't remember . -y

CLASSIFICATION

And just a few questions for classification purposes only. . .

A. What was the last grade of school you completed - was it high school, grade school, or what? (RECORD BELOW)

High school (grades 9-12) 68-1 (ASK Q. B)
Grade school (grades 1-8) -2 (SKIP TO Q. G)
(DON'T READ) College -3 (SKIP TO Q. C)
(DON'T READ) Graduate school -4 (SKIP TO Q. G)
(DON'T READ) Other (SPECIFY) (e.g. Trade School):

(SKIP TO Q. D)
(SKIP TO Q. G)
(DON'T READ) Refused -y

B. Did you graduate high school?

Yes 69-1
No -2 (SKIP TO Q. G)
(DON'T READ) Refused -y

C. Did you . . . (READ LIST)

Graduate a 2 year college 70-1
Graduate a 4 year college -2 (SKIP TO Q. G)
Complete some college -3
or Attend graduate school -4
(DON'T READ) Refused -y

D. Did you graduate high school

Yes 71-1 (ASK Q. E)
No -2 (SKIP TO
(DON'T READ) Refused -y Q. G)

1002916827

Commercial Analysts Co.
111 East 42nd St.
New York, NY 10017

Job #3948
December, 1981

BOUNCE BACK STUDY

(1-4)

TIME STARTED: _____

Hello, I'm _____ from Commercial Analysts, a national public opinion firm, calling long distance from New York. We're doing an opinion survey and I'd like to ask you a few questions. Since we're talking to a cross-section of people living all over the United States, could you tell me. . . do you live in a big city, a small town or what? (DO NOT RECORD RESPONSE)

May I speak to (READ NAME OF PERSON)? (IF NOT AVAILABLE, MAKE APPOINTMENT FOR CALLBACK ON CARD).

(IF NO SUCH PERSON IN HOUSEHOLD, TERMINATE. MARK CARD "NO SUCH PERSON")

1. Do you smoke cigarettes?

Yes. 5-1 (ASK Q. 2)
No -2 (SKIP TO YELLOW QUESTIONNAIRE)

2. What is your regular brand of cigarettes, the brand you smoke most often? (WRITE IN COMPLETE NAME AND BRAND NUMBER USING BRAND LIST AS A GUIDE)

COMPLETE Name: _____

Brand #

(6-8)

3. How long have you smoked that brand? (DO NOT READ LIST)

3 months or less.	9-1	Over 3 years to 4 years	9-7
4-6 months.	-2	Over 4 years to 5 years	-8
7-11 months	-3	Over 5 years to 10 years.	-9
12 month/about a year	-4	Over 10 years	-0
Over 1 year to 2 years.	-5	(DON'T READ) Don't know.	-y
Over 2 years to 3 years	-6		

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4. In addition to your regular brand, did you buy any other brand in the past three months? PLEASE COMPLETE BOX 11-13
CIRCLE HERE.

COMPLETE NAME

a. _____

b. _____

c. _____

d. _____

e. _____

(11-12)

(13-15)

(16-18)

(19-21)

(22-24)

IF "BARDOL" NOT MENTIONED IN Q. 4, AND NOT REGULAR BRAND IN Q. 2
ASK Q. 5. OTHERWISE SKIP TO BOX BEFORE Q. 7.

5. During the past three months, have you bought any Bardol cigarettes?

Yes. 25-1 (ASK Q. 6)
No -2 (SKIP TO BOX BEFORE Q. 7)

6. How many packs or cartons did you buy?

_____ Packs (26-27)

_____ Cartons

IF "MARLBORO" NOT MENTIONED IN Q. 4, AND NOT REGULAR BRAND IN Q. 2
ASK Q. 7. OTHERWISE SKIP TO BOX BEFORE Q. 9.

7. How about Marlboro. . . have you bought any Marlboro cigarettes in the past three months?

Yes. 28-1 (ASK Q. 8)
No -2 (SKIP TO BOX BEFORE Q. 9)

8. How many packs or cartons did you buy?

_____ Packs (29-30)

_____ Cartons

IF "MERIT" REGULAR BRAND IN Q. 2, SKIP TO Q. 12
IF "MERIT" NOT REGULAR BRAND IN Q. 2 AND MENTIONED IN Q. 4 SKIP TO Q. 10
IF "MERIT" NOT REGULAR BRAND IN Q. 2 AND NOT MENTIONED IN Q. 4 ASK Q. 9

9. And how about Merit. . . have you bought any Merit Cigarettes in the past three months?

Yes. 31-1 (ASK Q. 10)
No -2 (SKIP TO Q. 11)

10. How many packs or cartons of Merit did you buy?

_____ Packs (32-33)

_____ Cartons

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Commercial Analysts Co.
201 East 43rd St.
New York, NY 10017

Job #3343
December, 1991

BOUNCE BACK STUDY
YELLOW PAGES QUESTIONNAIRE
FOR NON-SMOKER

5-2

TIME STARTED: _____

2. According to a list I was given, you sent in a post card for a Merit cigarette offer. Do you remember sending in such a card?

Yes 6-1 (ASK Q. 3)

No -2 (SKIP TO Q. 4)

3. We have sent you the cigarettes as promised, but I wonder, how did you happen to get this card to send in? (IF "GOT IT IN A STORE", PROBE FOR SPECIFICS AS TO HOW THE CARD WAS OBTAINED)

7-
8-
9-
10-
11-
12-

(SKIP TO CLASSIFICATION)

4. The card promised 2 free packs, and we have sent them to you. But we wonder how it happened that a card came with your name on it?

13-
14-
15-
16-
17-
18-

CLASSIFICATION

19-
20-
21-67

And just a few questions for classification purposes only. . .

- A. What was the last grade of school you completed - was it high school, grade school, or what? (RECORD BELOW)

High school (grades 9-12) 68-1 (ASK Q. B)

Grade school (grades 1-8) -2 (SKIP TO Q. G)

College -3 (SKIP TO Q. C)

(DON'T READ) Graduate school -4 (SKIP TO Q. G)

Other (SPECIFY) (e.g. Trade School)

Refused -y (SKIP TO Q. G)

- B. Did you graduate high school?

Yes 69-1

No -2 (SKIP TO Q. G)

(DON'T READ) Refused -y

- C. Did you. . . (READ LIST)

Graduate a 2 year college 70-1

Graduate a 4 year college -2 (SKIP TO Q. G)

Complete some college -3

or Attend graduate school -4

(DON'T READ) Refused -y

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11. How often would you be to ... (SEE THE PART 1 FROM Q-20) ...

Definitely not buy it. -1
 Probably not buy it. -2
 Might or might not buy it. -3
 Probably not buy it. -4
 or Definitely not buy it. -5
 (DON'T READ) Don't know -7

12. Thinking about your present regular brand which you said is (READ COMPLETE NAME FROM Q. 2), before you started smoking it, were you smoking some other brand of cigarettes, or were you smoking some other type or size of (READ FAMILY NAME OF REGULAR BRAND, Q. 2)?

Other brand. 35-1 (ASK Q. 13)
 Other type/size of same brand. -2 (SKIP TO Q. 14)
 No previous brand. -3 (SKIP TO Q. 15)

13. What brand did you smoke most often before you started smoking (READ COMPLETE BRAND NAME FROM Q. 2)?

COMPLETE Name: _____ Brand # (36-39)

(SKIP TO Q. 15)

14. What type or size of (READ FAMILY NAME FROM Q. 2) did you smoke before you started smoking (READ COMPLETE NAME FROM Q. 2)?

COMPLETE Name: _____ Brand # (36-39)

15. During the past three months, have you gotten any gifts, or premiums, or free samples offered by any brand of cigarettes, either in a store or through the mail?

Yes. 39-1 (ASK Q. 16)
 No -2 (SKIP TO
 Don't remember -3 Q. 19)

16. What was the item, or the items you received? (PROBE) What others were there? (PROBE FOR EXACT OFFER OR ITEM.)

17. What cigarette offered (READ ITEM(S) MENTIONED.) (RECORD "FAMILY" NAME FOR EACH ITEM)

Q. 16 ITEMS		Q. 17 FAMILY NAME	
a.	40- 41- 45-	_____	(42-44)
b.	46- 50-	_____	(47-49)
c.	51- 55-	_____	(52-54)
d.	56-	_____	(57-59)

Q. 13 Does not exist on this version

60-62

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